

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\*  
OCT25/16 12.31  
\*\*\* KPTC-TV \*\*\*

BUYER NAME	AMY MILLS
SALES PRSN	WA- FRANK LEBLANC

	CLASS: NATL.	LOCAL	REGIONAL
1. <i>Chrysomelidae</i>	10	10	10
2. <i>Curculionidae</i>	10	10	10
3. <i>Chrysomelidae</i>	10	10	10
4. <i>Chrysomelidae</i>	10	10	10
5. <i>Chrysomelidae</i>	10	10	10
6. <i>Chrysomelidae</i>	10	10	10
7. <i>Chrysomelidae</i>	10	10	10
8. <i>Chrysomelidae</i>	10	10	10
9. <i>Chrysomelidae</i>	10	10	10
10. <i>Chrysomelidae</i>	10	10	10
11. <i>Chrysomelidae</i>	10	10	10
12. <i>Chrysomelidae</i>	10	10	10
13. <i>Chrysomelidae</i>	10	10	10
14. <i>Chrysomelidae</i>	10	10	10
15. <i>Chrysomelidae</i>	10	10	10
16. <i>Chrysomelidae</i>	10	10	10
17. <i>Chrysomelidae</i>	10	10	10
18. <i>Chrysomelidae</i>	10	10	10
19. <i>Chrysomelidae</i>	10	10	10
20. <i>Chrysomelidae</i>	10	10	10
21. <i>Chrysomelidae</i>	10	10	10
22. <i>Chrysomelidae</i>	10	10	10
23. <i>Chrysomelidae</i>	10	10	10
24. <i>Chrysomelidae</i>	10	10	10
25. <i>Chrysomelidae</i>	10	10	10
26. <i>Chrysomelidae</i>	10	10	10
27. <i>Chrysomelidae</i>	10	10	10
28. <i>Chrysomelidae</i>	10	10	10
29. <i>Chrysomelidae</i>	10	10	10
30. <i>Chrysomelidae</i>	10	10	10
31. <i>Chrysomelidae</i>	10	10	10
32. <i>Chrysomelidae</i>	10	10	10
33. <i>Chrysomelidae</i>	10	10	10
34. <i>Chrysomelidae</i>	10	10	10
35. <i>Chrysomelidae</i>	10	10	10
36. <i>Chrysomelidae</i>	10	10	10
37. <i>Chrysomelidae</i>	10	10	10
38. <i>Chrysomelidae</i>	10	10	10
39. <i>Chrysomelidae</i>	10	10	10
40. <i>Chrysomelidae</i>	10	10	10
41. <i>Chrysomelidae</i>	10	10	10
42. <i>Chrysomelidae</i>	10	10	10
43. <i>Chrysomelidae</i>	10	10	10
44. <i>Chrysomelidae</i>	10	10	10
45. <i>Chrysomelidae</i>	10	10	10
46. <i>Chrysomelidae</i>	10	10	10
47. <i>Chrysomelidae</i>	10	10	10
48. <i>Chrysomelidae</i>	10	10	10
49. <i>Chrysomelidae</i>	10	10	10
50. <i>Chrysomelidae</i>	10	10	10
51. <i>Chrysomelidae</i>	10	10	10
52. <i>Chrysomelidae</i>	10	10	10
53. <i>Chrysomelidae</i>	10	10	10
54. <i>Chrysomelidae</i>	10	10	10
55. <i>Chrysomelidae</i>	10	10	10
56. <i>Chrysomelidae</i>	10	10	10
57. <i>Chrysomelidae</i>	10	10	10
58. <i>Chrysomelidae</i>	10	10	10
59. <i>Chrysomelidae</i>	10	10	10
60. <i>Chrysomelidae</i>	10	10	10
61. <i>Chrysomelidae</i>	10	10	10
62. <i>Chrysomelidae</i>	10	10	10
63. <i>Chrysomelidae</i>	10	10	10
64. <i>Chrysomelidae</i>	10	10	10
65. <i>Chrysomelidae</i>	10	10	10
66. <i>Chrysomelidae</i>	10	10	10
67. <i>Chrysomelidae</i>	10	10	10
68. <i>Chrysomelidae</i>	10	10	10
69. <i>Chrysomelidae</i>	10	10	10
70. <i>Chrysomelidae</i>	10	10	10
71. <i>Chrysomelidae</i>	10	10	10
72. <i>Chrysomelidae</i>	10	10	10
73. <i>Chrysomelidae</i>	10	10	10
74. <i>Chrysomelidae</i>	10	10	10
75. <i>Chrysomelidae</i>	10	10	10
76. <i>Chrysomelidae</i>	10	10	10
77. <i>Chrysomelidae</i>	10	10	10
78. <i>Chrysomelidae</i>	10	10	10
79. <i>Chrysomelidae</i>	10	10	10
80. <i>Chrysomelidae</i>	10	10	10
81. <i>Chrysomelidae</i>	10	10	10
8			

FLIGHT DATES OCT24/16 OCT30/16 WK-1

DATE OCT 25 / 16 12.31

POL 1323

Faya 10.24-10.35 Rev 2

1	S	1000P-1035P	30	\$405.00	10/24	10/28	0	M-F	0
PROGRAM : 7 NWS 10P									
CON COM1 : 7 NWS 10P									
2	S	1000A-1100A	30	\$40.00	10/24	10/28	0	M-F	0
PROGRAM : TODAY SHW3-NBC									
CON COM1 : TODAY SHW3-NBC									

OCT25/16 12.31  
\*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1035P-1135P	30		\$110.00	10/24	10/28	0		M-F	0
PROGRAM : TONIGHT SHOW -FALLON												
CON COM1 : TONIGHT SHOW -FALLON												
4	S		1135P-1235A	30		\$10.00	10/24	10/28	0		M-F	0
PROGRAM : LATE NIGHT SETH MEYERS												
CON COM1 : LATE NIGHT SETH MEYERS												
5	S		1230P-130P	30		\$100.00	10/24	10/28	0		M-F	0
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
6	S		1200N-1230P	30		\$115.00	10/24	10/28	0		M-F	0
PROGRAM : LIVE @ NOON												
CON COM1 : LIVE @ NOON												
7	S		130P-230P	30		\$40.00	10/24	10/28	0		M-F	0
PROGRAM : HARRY												
CON COM1 : HARRY												
8	S		300P-400P	30		\$50.00	10/24	10/28	0		M-F	0
PROGRAM : ELLEN												
CON COM1 : ELLEN												
10	S		500A-530A	30		\$85.00	10/24	10/28	0		M-F	0
PROGRAM : 7NWS ER SUNRISE												
CON COM1 : 7NWS ER SUNRISE												
11	S		500P-530P	30		\$250.00	10/24	10/28	0		M-F	0
PROGRAM : 7 NWS LIVE-5												
CON COM1 : 7 NWS LIVE-5												
12	S		530A-700A	30		\$165.00	10/24	10/28	0		M-F	0
PROGRAM : 7 NEWS AT SUNRISE												
CON COM1 : 7 NEWS AT SUNRISE												

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# 703-516-9680
!
FROM REP      OCT25/16 12.31
**CHANGES**  *** KPLC-TV ***
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13	S		600P-630P PROGRAM : 7 NWS 6P CON COM1: 7 NWS 6P	30		\$405.00	10/24	10/28	0		M-F	0
14	S		630P-700P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$305.00	10/24	10/28	0		M-F	0
15	S		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$140.00	10/24	10/28	0		M-F	0
16	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$65.00	10/24	10/28	0		M-F	0
17	S		1000P-1035P PROGRAM : 7 NWS SA L CON COM1: 7 NWS SA L	30		\$280.00	10/29	10/29	0		SAT	0
18	S		1035P-1200M PROGRAM : SATURDAY NIGHT LIVE CON COM1: SATURDAY NIGHT LIVE	30		\$70.00	10/29	10/29	0		SAT	0
20	S		600P-630P PROGRAM : 7 NWS SA E CON COM1: 7 NWS SA E	30		\$135.00	10/29	10/29	0		SAT	0
22	S		1100P-1200M PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$65.00	10/30	10/30	0		SUN	0
25	S		900P-1000P PROGRAM : THE BLACKLIST CON COM1: THE BLACKLIST	30		\$500.00	10/27	10/27	0		THU	0

FROM REP OCT25/16 12.31  
\*\*CHANGES\*\* \*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		800P-900P PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU	30		\$450.00	10/26	10/26	0		WED	0
30	S		1000A-1100A PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$40.00	10/24	10/28	0		M-F	0
31	S		1135P-1235A PROGRAM : LATE NIGHT SETH MEYERS CON COM1: LATE NIGHT SETH MEYERS	30		\$10.00	10/24	10/28	0		M-F	0
32	S		1235A-105A PROGRAM : C-DALY-NBC< CON COM1: C-DALY-NBC<	30		\$5.00	10/24	10/28	0		M-F	0
33	S		430P-500P PROGRAM : INSIDE EDITION ORD COM1: REVISED CON COM1: INSIDE EDITION	30		\$35.00	10/24	10/28	0		M-F	0
34	S		1200M-100A PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS	30		\$10.00	10/29	10/29	0		SAT	0
35	S		600A-630A PROGRAM : RIGHT THIS MOMENT ORD COM1: PROGRAM CHANGE CON COM1: RIGHT THIS MOMENT	30		\$10.00	10/29	10/29	0		SAT	0
36	S		700A-900A PROGRAM : SATURDAY TODAY ORD COM1: REVISED CON COM1: SATURDAY TODAY	30		\$50.00	10/29	10/29	0		SAT	0



REP HEADLINE# 8341323      TRF# POL1323      REP: TEL# 703-528-9969      FAX# 703-516-9680  
 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$      ORDER WORKSHEET      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      OCT25/16 12.31  
 HARRIS REPORT FROM REP      \*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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37	S		700A-800A	30		\$50.00	10/30	10/30	0		SUN	0
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PROGRAM : SUNDAY TODAY  
 ORD COM1: REVISED  
 CON COM1: SUNDAY TODAY

38	S		700P-800P	30		\$550.00	10/25	10/25	0		TUE	0
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PROGRAM : THE VOICE  
 CON COM1: THE VOICE

OCT/16      \$ .00  
 CONTRACT TOTAL      \$ .00  
 TOTAL SPOTS      0

MARKET TOTALS \$0      KPLC 0%      KVHP 0%      CABL 0%      NVHP 0%  
 ORDER CXL'D  
 SVC- NONE  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

# CONTRACT



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Canal Partners Media**  
**1027 33rd Street NW, Suite 140**  
**Washington, DC 20007**

<b>Contract / Revision</b> POL1323 / 4		<b>Alt Order #</b> 08341323
<b>Product</b> FAYARD FOR SENATE		
<b>Contract Dates</b> 10/24/16 - 10/25/16		<b>Estimate #</b> 4417
<b>Advertiser</b> POL/Fayard, Caroline/US Senate		<b>Original Date / Revision</b> 09/12/16 / 10/25/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Frank LeBlanc	<b>Sales Office</b> HRP-Washingto
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b> TV13041	<b>Advertiser Code</b> 724	<b>Product 1/2</b> 834
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	KPLC	10/24/16	10/25/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$405.00				
E 2	KPLC	10/24/16	10/25/16	Today Show III	10:00 AM-11:00 AM		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$40.00				
E 3	KPLC	10/24/16	10/25/16	Tonight Show	10:35 PM-11:35 PM		:30				NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$110.00				
E 4	KPLC	10/24/16	10/25/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$10.00				
E 5	KPLC	10/24/16	10/25/16	Days of Our Lives	12:30 PM-1:30 PM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$100.00				
E 6	KPLC	10/24/16	10/25/16	7News at Noon	12:00 PM-12:30 PM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$115.00				
E 7	KPLC	10/24/16	10/25/16	RI M-F 130-2p	1:30 PM-2:30 PM		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$35.00				
E 8	KPLC	10/24/16	10/25/16	SYN M-F 3-4p	3:00 PM-4:00 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$50.00				
D 10	KPLC	10/24/16	10/28/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	0	\$0.00
E 11	KPLC	10/24/16	10/25/16	Live at Five	5:00 PM-5:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$250.00				
E 12	KPLC	10/24/16	10/25/16	7News Sunrise	5:30 AM-7:00 AM		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.





**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

<u>Contract / Revision</u> POL1323 / 4		<u>Alt Order #</u> 08341323
<u>Contract Dates</u> 10/24/16 - 10/25/16	<u>Product</u> FAYARD FOR SENATE	<u>Estimate #</u> 4417
<u>Advertiser</u> POL/Fayard, Caroline/US		<u>Original Date / Revision</u> 09/12/16 / 10/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$165.00				
E 13	KPLC	10/24/16	10/25/16	7News at Six	6:00 PM-6:30 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$405.00				
E 14	KPLC	10/24/16	10/25/16	Entertainment Tonight	6:30 PM-7:00 PM		:30				NM	1	\$305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$305.00				
E 15	KPLC	10/24/16	10/25/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$140.00				
E 16	KPLC	10/24/16	10/25/16	Today Show II	9:00 AM-10:00 AM		:30				NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				2	\$65.00				
D 17	KPLC	10/29/16	10/29/16	7News Nightcast Saturday	10:00 PM-10:35 PM		:30				NM	0	\$0.00
D 18	KPLC	10/29/16	10/29/16	Saturday Night Live	10:35 PM-12:00 AM		:30				NM	0	\$0.00
D 20	KPLC	10/29/16	10/29/16	7News @ Six Saturday	6:00 PM-6:30 PM		:30				NM	0	\$0.00
D 22	KPLC	10/30/16	10/30/16	Bones	11:00 PM-12:00 AM		:30				NM	0	\$0.00
D 25	KPLC	10/27/16	10/27/16	Thursday Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
D 27	KPLC	10/26/16	10/26/16	Wednesday Hour 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00
E 28	KPLC	10/24/16	10/25/16	Last Call With Carson Daily L1236-106x			:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$5.00				
E 29	KPLC	10/24/16	10/25/16	SYN M-F 430-5P	430-5P		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	MT-----				1	\$35.00				
D 30	KPLC	10/24/16	10/30/16	SYN Sa 12-1x	12-1xm		:30				NM	0	\$0.00
D 31	KPLC	10/24/16	10/30/16	RI Sat 6-630a	6-630a		:30				NM	0	\$0.00
D 32	KPLC	10/24/16	10/30/16	NBC Saturday Today Show	7-9am		:30				NM	0	\$0.00
D 33	KPLC	10/24/16	10/30/16	NBC Sunday Today Show	7-8am		:30				NM	0	\$0.00
E 34	KPLC	10/24/16	10/25/16	Tuesday Hour 1	7-8pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$550.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	KPLC	10/24/16-10/30/16		Tuesday Hour 1	7-8pm	-Tu-----	:30		\$550.00		NM		
Credited													
Totals								0.00				23	\$2,760.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/25/16	23	\$2,760.00	(\$414.00)	\$2,346.00
<b>Totals</b>	23	\$2,760.00	(\$414.00)	\$2,346.00

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.